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Institutional Feeding Managers Stewards-Chefs-Cooks

ATTENTION PLEASE !

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THE LUNCH SPECIAL

Millions of war workers know that a well-planned lunch special is the best food buy for their money.

Food operators should recognize the lunch special as the best means of serving nutritious food to the war worker; certainly the surest method of getting to the worker one third of his daily food requirements. The food operator has numerous other advantages to gain. The advantages to both food operator and worker are greatest when a majority of the plant's workers choose the lunch special.

Advantages to the Food Operator:

1. Worker satisfaction is greater when an appetizing meal is served. It is one of the best ways to foster good will.
2. Service is faster because the worker selects the menu as a whole instead of by individual items. The server can dish up food continuously without waiting for the customer's selection. The most rapid service can be obtained when one or more serving counters are used exclusively for the lunch special.
3. Man-hours are conserved when foods for a simple menu are prepared, rather than numerous items for a selective menu.
4. Food waste is lessened because the number of workers selecting the lunch special can be anticipated, and the correct amounts of food prepared.
5. Abundant foods may be used advantageously in considerable quantity. To use abundant foods wisely is a part of wartime food conservation.

Advantages to the Worker:

1. His "planned" meal may be obtained quickly without long standing in line; thus leaving time for leisurely eating and for relaxation.
2. The lunch special makes it easy for the worker to select a well-balanced nutritious meal.
3. He spends money wisely because he gets a maximum of good, nutritious food at minimum cost.
4. He takes out "health insurance" in the form of good nutrition.

Planning the Lunch Special

The lunch special is defeated at the outset if it is planned around leftovers. The food should be fresh, appetizing, colorful and satisfying, planned to meet the nutritional needs of the worker.

Selling the Lunch Special

Plants which have greatest success with the lunch special have backed it with clever merchandising. To offer good food is not enough. Ways to "sell" the lunch to the worker should be devised. The key to the success of the program is worker participation.

A Victory Vitamin lunch should be offered in place of or in addition to regular a la carte items. We recommend that the lunch plate consist of a choice of two entrees with two vegetables, a beverage, bread and butter, and a dessert. Usually, this special plate, because of economies effected, is offered at an attractive price.

To aid this, the War Food Administration has a campaign program worked out that can be adapted to any plant. It is designed to increase the employee's interest in proper food selection and is available upon request.

MENUS FOR LUNCH SPECIALS

Pot Roast with Gravy
Oven-browned potatoes
Buttered Swiss Chard
Raw carrot and turnip strips
Enriched bread and butter or
fortified margarine
Cherry cobbler
Milk

Breaded Veal Cutlet
Scalloped potatoes
Buttered broccoli
Pickled beets
Whole-wheat rolls and butter
or fortified margarine
Ice Cream
Milk

Baked Fish Fillets
French fried potatoes
Buttered green beans
Mexican slaw
Cornbread with butter
or fortified margarine
Steamed fruit pudding
Lemon Sauce
Milk

Country Sausage with Cream Gravy
Baked sweet potatoes
Glazed onions
Tossed green salad
French dressing
Hot biscuits, grape marmalade
Butter or fortified margarine
Fresh fruit cup
Ginger cookie
Milk

Chicken Pot Pie with
Potatoes, carrots, green peas
Molded cranberry and orange salad
Enriched rolls with butter
or fortified margarine
Chocolate cream pudding - Milk

Meat Balls with Gravy
Steamed potatoes with parsley butter
Baked Hubbard Squash
Celery sticks, green pepper rings
Whole-wheat bread with butter
or fortified margarine
Apricot upside-down cake
Milk


